Social Media Planning

Activity 3 - Creating a Keyword Strategy

Making sure people can find your business when using search engines such as Google, is a complex subject known as SEO (Search Engine Optimisation). There is a large amount of information about SEO available online.

Product or service **E.g. Shop that builds and sells racing cycles**	**Search phrases likely to be used to find this type of business**	**Search phrases that are most popular as shown by the Google Keyword Planner**